

Summit Funding Committee Outline for Educational Program

Goal: To communicate the need for an adequate level of funding to support the transportation network/system.

The Goal is not to advocate a specific funding program, mode, or need.

Possible Audiences: General Population, influential people in general population, elected officials, transportation “technicians”

Group	General Population	Influential People	Elected Officials	Transportation Technicians
Type/Level of detail?	Emotion – Message is “Goal”	Detail to support “Goal”	Detailed – constituent feedback & support to elevate issue’s importance	Don’t get parochial or specific – get broad & on “Goal”
Visual Support	Defines problem & network	Charts & graphs	Personal testimonials, charts & graphs	Provide to other groups
Ideas/Methods	Broad-based: media, telephone “trees”, mailings	Local speaker, bureaus, trade publications, trade association meetings	Coalitions & Advocacy (Influential people carrying message)	Industry and trade associations